

**Interview Summary**

Application No.

09/752,751

Applicant(s)

RUDNICK, ALAN

Examiner

Linda Krisciunas

Art Unit

3623

All participants (applicant, applicant's representative, PTO personnel):

(1) Linda Krisciunas (Junior Examiner)(3) Manuel Valcarcel (41360)(2) Michelle Taree (Senior Examiner)

(4) \_\_\_\_\_

Date of Interview: 03 August 2006.Type: a)  Telephonic b)  Video Conference  
c)  Personal [copy given to: 1)  applicant 2)  applicant's representative]Exhibit shown or demonstration conducted: d)  Yes e)  No.

If Yes, brief description: \_\_\_\_\_

Claim(s) discussed: 1,3 and 7.Identification of prior art discussed: Giovannoli (US 5,842,178).Agreement with respect to the claims f)  was reached. g)  was not reached. h)  N/A.Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an attachment to a signed Office action.

Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Mr. Valcarcel asserted that the direct channel and indirect channel imply the distinction of the seller knowing the identity of the buyer and the buyer being anonymous to the seller, respectively. The Examiner explained that the claim language does not expressly recite the anonymity feature as argued by Mr. Valcarcel. Mr. Valcarcel also asserted that Giovannoli does not teach an inventory database. The Examiner explained that the claim language does not support an inventory database. Figure 4 of Giovannoli teaches a product database which is sufficient to meet the claim limitations.

Lastly, the applicant asserted that the "intermediary" purchases the goods/services, but the claim language states "acquires", which is interpreted differently and does not constitute a purchase. To acquire something means to gain possession of or locate. The Examiner pointed out that column 8, lines 5-12 teaches a buyer that uses the quotation system to resell product to another buyer, whereby the buyer would be acting as an intermediary and using an indirect channel (the quotation system) for selling to the second buyer. The Examiner will consider Mr. Valcarcel's arguments upon receipt of a formal response.

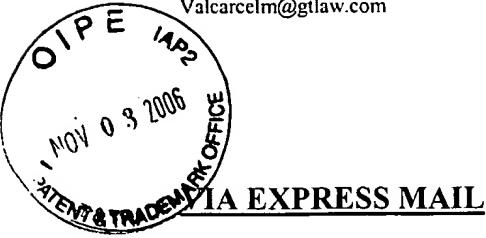
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# Greenberg Traurig

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November 2, 2006

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Re: Patent Application 09/752,751  
Method and System for Providing Direct and Indirect Sales Channels from a Single  
Point of Purchase  
Response to Office Action  
Our Ref. No. 38021.010000**

Dear Sir:

Enclosed is a Response to Office Action and a 3-month Extension Petition with respect to the above-referenced application.

Please charge the small entity Extension Fee (small entity status previously claimed), and any other applicable fees, to Deposit Acct. No. 50-1792. A duplicate of this letter is enclosed for charging purposes. Please confirm receipt of the enclosed documents by date-stamping and returning the enclosed postage paid return postcard. Please direct all communications regarding the foregoing to the undersigned.

Respectfully submitted,

**GREENBERG TRAURIG, P.A.**

  
Manuel R. Valcarcel, Esq.  
Reg. No. 41,360

Enclosures

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